

PRESSBOOK



**Modesty
Blaise**

PUBLICITY

PRODUCTION STAFF

Producer.....Joseph Janni
Director.....Joseph Losey
Screenplay.....Evan Jones
Based on the "Evening Standard"
comic strip created by.Peter O'Donnell
Jim Holdaway
Director of Photography.....Jack Hildyard
Camera Operator.....Gerry Fisher
Associate Producers.....Norman Priggen
Michael Birkett
Production Managers.....Mara Blasetti
Ed Harper
Assistant to Producer.....John Goldstone
Personal Assistant to
Director.....Carlo Lastricati
1st Assistant Directors.....Gavrik Losey
Claude Watson
Production Designer Richard MacDonald
Art Director.....Jack Shampian
Music composed and
conducted by.....John Dankworth
Songs performed by David and Jonathan
Songs:
"Modesty" - lyrics by.....Benny Green
"We Should Have" - lyrics
by.....Evan Jones
Benny Green
Make-up.....Neville Smallwood
Hairdresser.....Pearl Tipaldi
Costume Supervisor.....Bumble Dawson
Wardrobe Mistress.....Evelyn Gibbs
Editor.....Reginald Beck
Sound.....Gordon Daniel
Casting.....Miriam Brickman
Continuity.....Ann Skinner
PRODUCED BY MODESTY BLAISE LTD. FOR
20th CENTURY-FOX
Color by DeLuxe

CAST

Modesty Blaise.....Monica Vitti
Willie Garvin.....Terence Stamp
Gabriel.....Dirk Bogarde
Sir Gerald Tarrant.....Harry Andrews
Paul.....Michael Craig
Minister.....Alexander Knox
Mrs. Fothergill.....Rosella Falk
Melina.....Scilla Gabel
Weng.....Michael Chow
Crevier.....Joe Melia
Basilio.....Saro Urzi
Nicole.....Tina Marquand
Tattooed Man.....Oliver MacGreevy
Hans.....Jon Bluming
Walter.....Lex Schoorel
Strauss.....Marcello Turilli
Friar.....Giuseppe Paganelli
Handsome.....Wolfgang Hillinger
Enrico.....Roberto Bisacco
Oleg.....John Karlsen
Pacco.....Sylvan

* * *

SYNOPSIS

(Not for Publication)

The British government is giving 50 million pounds worth of diamonds to Sheikh Abu Tahir in return for vital Middle East oil concessions. There are rumors of a plot to steal the jewels, so Secret Service Chief, Sir Gerald Tarrant (HARRY ANDREWS) hires the dazzling adventuress Modesty Blaise (MONICA VITTI) to outwit the plotters and insure the safety of the gems.

Because Tarrant doesn't trust Modesty completely, she and her sidekick, Willie Garvin (TERENCE STAMP), are given only part of the government's plan...they are told the jewels are being transported by jet plane out of Amsterdam. This ruse is also designed to mislead the gang after the diamonds, whose leader is the arch-criminal Gabriel (DIRK BOGARDE). Actually the diamonds are traveling by sea on board a freighter.

Modesty and Willie survive several attempts on their lives in Amsterdam, and the R.A.F. jet departs, ostensibly with the diamonds on board. The jet, however, is shot down by Gabriel, and both he and Modesty discover the jet was a decoy. Modesty, on learning of the British government's deception, decides to get the gems for herself.

She and Willie fly to Naples, the ship's first stopover. There, she is contacted by Gabriel who offers a partnership. When he's refused, he captures Modesty. With her as a hostage, he blackmails Willie into helping him hijack the diamonds.

In Gabriel's specially designed submarine, Willie and Gabriel's henchmen cut through the hull of the freighter and steal the gems. Then Gabriel, Modesty, Willie and the diamonds go to Gabriel's island fortress where the criminal genius offers Modesty her life if she'll give up Willie and join him. She declines, and he consigns her and Willie first to separate prison cells and eventually to the sadistic hands of his psychopathic aide, Mrs. Fothergill (ROSSELLA FALK).

But Modesty seduces and then kills her guard and tempts an aged friar into her cell. She steals the friar's frock and hat and, in this disguise, visits Willie's cell, bringing "bread and water," then overpowers his guard.

Embedded in Willie's back, concealed by false skin, is a store of miniature gadgets, including parts for a transmitter and an inflatable "sonic" seagull which the pair assemble. The radio distress signals are picked up by Tarrant in Naples and by the Sheikh in his palace.

Now free, Modesty and Willie locate the jewels in the island's chapel, but, as they emerge, Modesty comes face-to-face with Mrs. Fothergill. The two women engage in a to-the-death struggle.

They fight beside a builder's pulley on which Modesty finally hangs her opponent after a vicious battle. Gabriel spots Mrs. Fothergill and sounds the alarm as Modesty and Willie make their way down the rocks toward the sea. They are cornered by Gabriel and his men, bullets whistle all around them and the situation appears hopeless.

Just then more shots ring out. Sheikh Abu Tahir's army, answering Modesty's beacon, invades the island. Gabriel's men are routed, the arch-villain is taken prisoner and the jewels are delivered to the Sheikh.

(Running time: 119 minutes)

"MODESTY BLAISE" BLAZES NEW TRAIL
IN COMEDY THRILLER ENTERTAINMENT

Blazing a new trail in the field of comedy thriller entertainment, "Modesty Blaise" opens on at the Theatre. In this 20th Century-Fox "op-pop-bop" color production, Monica Vitti plays the title role, sharing stellar honors with Terence Stamp, Dirk Bogarde, Harry Andrews and Michael Craig.

"Modesty Blaise" was lavishly produced by trend-setter Joseph Janni ("A Kind of Loving, "Billy Liar" and "Darling") and directed by one of the world's most avant garde film makers, Joseph Losey ("The Servant" and "King and Country").

Filmed on locations in Amsterdam and Italy, "Modesty Blaise" is based on the comic strip created by Peter O'Donnell centered around a character who is a notorious adventuress who combines elegant femininity and a sophisticated sense of humor with a magnetic attraction to danger and excitement.

The choice of Monica Vitti to play the coveted role of "Modesty Blaise" is an important landmark in the career of this gifted Italian actress who rose to fame in the screen masterpieces of Antonioni. For besides being her first English-speaking role and her first chance to break into action and comedy on the screen, it is the first important film she has made with any director other than Antonioni.

Himself a proud Cockney, Terence Stamp seemed ideal for the part of Willie Garvin, Modesty's tough, cynical but devoted Cockney sidekick. Stamp began his film career with "Billy Budd," for which he won an Oscar nomination. Most recently he was seen as the young psychopath butterfly collector, a role which won the award for the Best Actor of Year at the 1965 Cannes Film Festival.

As the satirically caricatured arch villain Gabriel, Dirk Bogarde renews his successful partnership with director Joseph Losey by switching with him from the serious vein of "The Servant" and "King and Country" to the way out comedy of the absurd style of "Modesty Blaise."

* * *

AWARD-WINNING TERENCE STAMP SHARES

STARRING HONORS IN "MODESTY BLAISE"

Straight from his triumph at the 1965 Cannes Film Festival, where he shared the top acting prize for his performance in "The Collector," dark-haired, 26-year-old British actor Terence Stamp bears an uncanny resemblance to Willie Garvin, the irrepressible young Cockney sleuth in "Modesty Blaise."

Stamp, who shot to stardom four years ago as the innocent seaman hero of "Billy Budd," has Garvin's cool blue eyes and his mock-bitter sense of humor.

He is now teamed with Italian actress Monica Vitti and Dirk Bogarde in "Modesty Blaise," the 20th Century-Fox release in De Luxe color and widescreen, based on Peter O'Donnell's cartoon strip heroine produced by Joseph Janni and directed by Joseph Losey, which opens on at the Theatre.

Stamp was born in London's East End on July 22. His mother is part French, his father is still a Thames tugboat man. After passing his basic examinations at local schools, he found a job as an assistant golf "pro," later entering an advertising agency as a "visualizer" and messenger boy.

The theatre had already begun to fascinate him, and by the time he left advertising he had saved up enough to try for a drama school. He won a scholarship at a drama school where he studied for two years. For the next three years he worked in repertory companies. Then he was given a part in a musical play and while it was running at a suburban theatre, the show was seen by Peter Ustinov who was searching for an unknown to play Billy Budd.

In the film, "Term of Trial," Stamp played a young classroom thug opposite Laurence Olivier and Simone Signoret.

For the next 12 months, his career came to a standstill. Determined to be selective, he turned down a number of film offers and went to work as an odd-job man. His self-restraint paid dividends. He was offered the part of the young psychopath in Wyler's "The Collector." "Modesty Blaise" is the first film he has appeared in since that memorable film.

* * *



14 lines x 2 col. (28 lines) 2 col. x 1 inch

MAT-201



"MODESTY BLAISE"

2A



28 lines x 2 col. (56 lines) 2 col. x 2 inches

MAT-202



6 lines x 2 col. (12 lines) 2 cols. x 1/2 inch

MAT-206



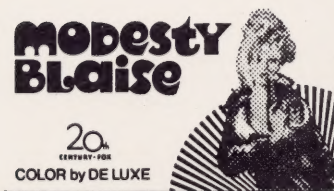
56 lines x 2 col. (112 lines) 2 col. x 4 inches

MAT-204



1 col. x 1/2 inch

MAT-103



14 lines x 1 col.
1 col. x 1 inch

MAT-102



21 lines x 1 col.
1 col. x 1 1/2 inches

MAT-101

nothing
can faze
**Modesty
Blaise**
the world's deadliest
and most dazzlingly
female agent!



SIG

MAT-110

134 lines x 1 column (134 lines)

1 column x 9 5/8 inches

Provocative, Op-Pop-Bop ads like those shown here will provide you solid "pull-power" and are even more effective when used together with the unique teaser series developed expressly for "Modesty Blaise." The teasers, as you can see below and on the following pages, really swing and jump...the kind of action that will get your word-of-mouth off to a swinging start. The following ads are available but not shown:

MAT-601

133 lines x 6 columns (798 lines)
6 columns x 9½ inches

MAT-503

141 lines x 5 columns (705 lines)
5 columns x 10¼ inches

MAT-501

200 lines x 5 columns (1000 lines)
5 columns x 14¼ inches

nothing
ear faaze

**Modesty
Blaise**

the world's deadliest
and most dazzlingly
female agent!

1966 by 20th Century-Fox Film Corp.

"I SPECIALIZE IN
ESPIONAGE TECHNIQUES
TO RENDER A MAN HELPLESS!"

20th CENTURY-FOX presents

MONICA VITTI • TERENCE STAMP • DIRK BOGARDE

ORIGINAL SOUND TRACK ALBUM AVAILABLE ON 20th CENTURY-FOX RECORDS

CO-STARRING
HARRY ANDREWS AND
MICHAEL CRAIG

A JOSEPH JANNI PRODUCTION • Directed by JOSEPH LOSEY • Screenplay by EVAN JONES COLOR by DE LUXE

T H E A T R E

100 lines x 5 columns (500 lines)
5 columns x 7¼ inches

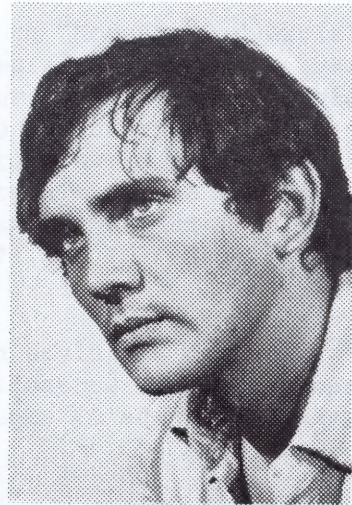
MAT-502

SCENE MATS



Dirk Bogarde has the role of the arch villain in "Modesty Blaise," the 20th Century-Fox "op-pop-bop" comedy thriller in widescreen and De Luxe color which also stars Monica Vitti and Terence Stamp.

Mat 1A



Terence Stamp co-stars with Monica Vitti and Dirk Bogarde in "Modesty Blaise," the 20th Century-Fox comedy thriller coming to the..... Theatre on..... in widescreen and De Luxe color.

Mat 1C



Lovely Monica Vitti makes her English-language film debut in the title role of "Modesty Blaise," the 20th Century-Fox "op-pop-bop" comedy thriller which also stars Terence Stamp and Dirk Bogarde.

Mat 1B



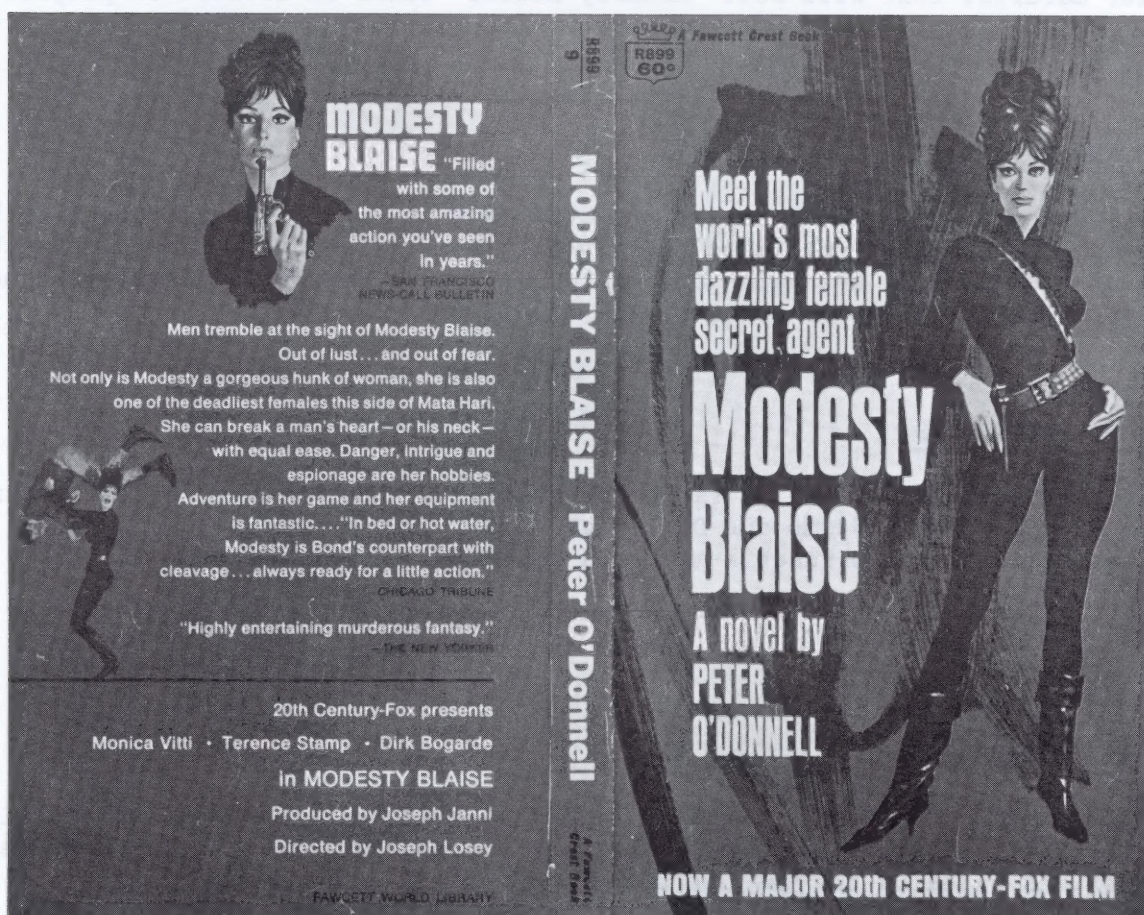
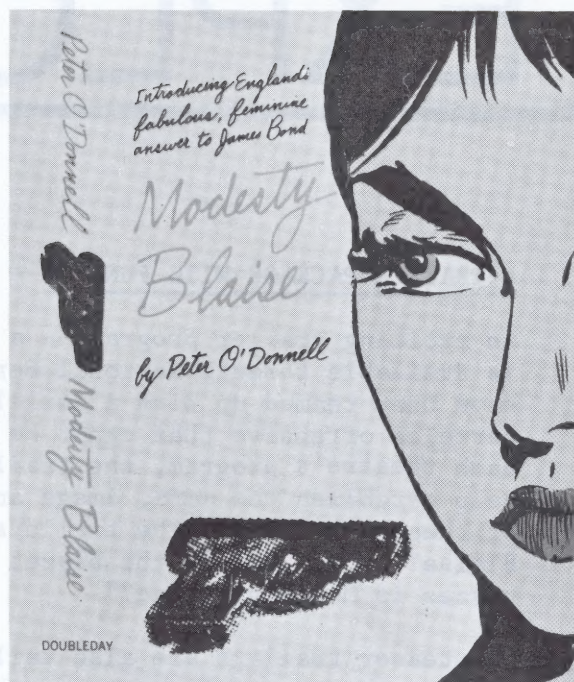
Monica Vitti and Terence Stamp share stellar honors with Dirk Bogarde in "Modesty Blaise," the 20th Century-Fox "op-pop-bop" thriller attraction filmed in Europe in widescreen and De Luxe color.

Mat 2A

"MODESTY BLAISE" IN PRINT

Many people have already been alerted to the excitement of "Modesty Blaise" through the hardcover book published last year by Doubleday. Many more can be attracted by eye-catching displays in your local bookstore.

And many more will feel the impact through the paperback which Fawcett has published. There are available rack cards and truck banners for this phase of your promotion.



COMIC STRIP TIE-INS

The following newspapers carry the "Modesty Blaise" comic strip. Arrange co-op ads with these papers along the lines of "Follow the Exploits of 'Modesty Blaise' in the (Paper) -- See her Live at the (Theatre)."

Tucson Citizen
Los Angeles Times
Cocoa (Fla.) Today
Miami Herald
Chicago Daily News
Ft. Wayne Journal-Gazette
Indianapolis Star
Baltimore Evening Sun
Detroit News
Minneapolis Star & Tribune

Newark News
New York Post
Rochester Democrat & Chronicle
Cleveland Press
Toledo Blade
Oklahoma City Journal
Philadelphia News
Dallas Times-Herald
Houston Post
Tacoma News-Tribune
Portland (Ore.) Journal

RECORDINGS

The original soundtrack album -- with music written by Britain's highly popular Johnny Dankworth -- is available on 20th Century-Fox record album. In addition, there is the theme song, "Modesty," sung by David and Jonathan, both of which can add wallop to your campaign on radio, in your theatre and in music shops, with proper displays.



SPECIAL EXPLOITATION

--ODD-BALL PREMIERES

As for "Our Man Flint" --- which proved to offer remarkably effective means for exploitation -- premiere showings can be based around such inventive humor as girls with tattoos and bearded men, with sections of the theatre being reserved for each. These may be tied in with early morning or midnight premieres.

--WINDOW DISPLAYS

Arrange displays of Modesty in all her disguises with one which is not Modesty. The public is to guess which one is not the real McCoy.

--A WIG FOR EVERY MOOD

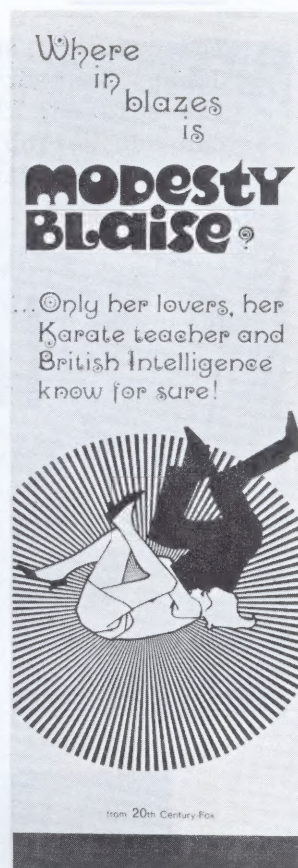
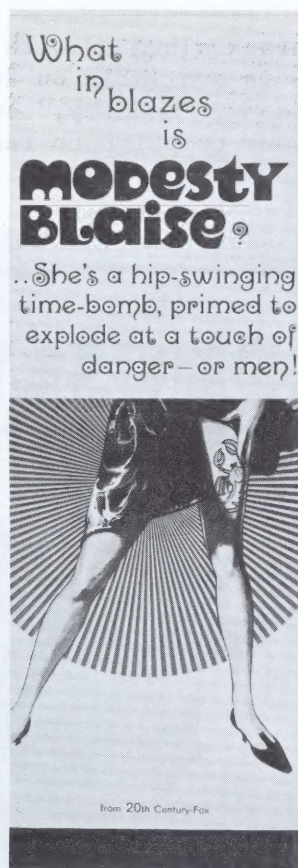
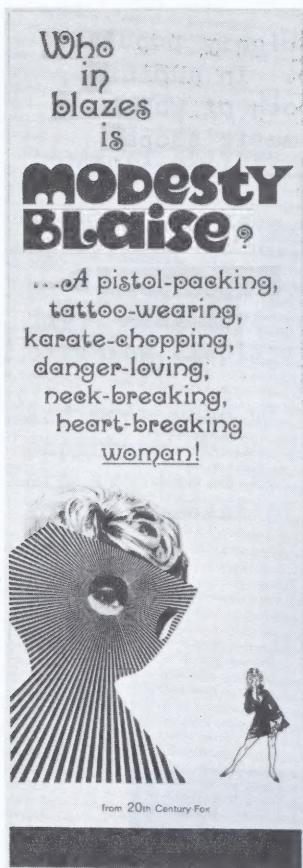
The popularity of wigs nowadays is well known. "Modesty Blaise" is a gal who uses wigs as a part of her changing roles and her moods. Beauty salons and department stores which sell wigs can be excellent starting points for such co-op tie-ups.

EXPLOITATION

"Check List" of Items

- | | |
|---|---------------------------------|
| ____ Theatrical trailer (NSS) | ____ Radio and TV Spots (NSS) |
| ____ Special Teaser trailers (NSS) | ____ Open-end Interviews (NSS) |
| ____ "Modesty Blaise" in Print | ____ "Op" and "Pop" Art Tie-ins |
| ____ Hardcover Book (Doubleday) | ____ Door Panels (NSS) |
| ____ Paper (Fawcett) | ____ Recordings |
| ____ Comic Strip tie-in | ____ Soundtrack album |
| ____ Single vocal with David and Jonathan | |

DOOR PANELS



Add an additional wallop to your campaign to establish the style and excitement of "Modesty Blaise" with these door panels -- each a huge 20 x 60 inch display piece -- which reflect the advertising, as well as the trailer, campaigns. They can be used effectively on your doors, in lobby displays, on the theatre front or in windows to remind your patrons of this coming attraction.

ORDER from NSS

TWO ADDITIONAL ITEMS FROM NATIONAL SCREEN

24" x 82" TITLE DISPLAY in brilliant DA-GLO (converts to a 24 x 60 by folding back pictorial sidepiece).



DELUXE HI-RISE STANDEE

Attention arresting. Off-the-floor, at eye level. Convertible - made for two-way use - either for floor or to be hung on wall.

Standee. \$9.95

Re-usable Extension Pole . . . \$1.50

POSTERS & ACCESSORIES



1-SHEET
40 x 60

ALSO AVAILABLE

INSERT CARD

22 x 28

6 SHEET

SET OF (12) COLOR STILLs

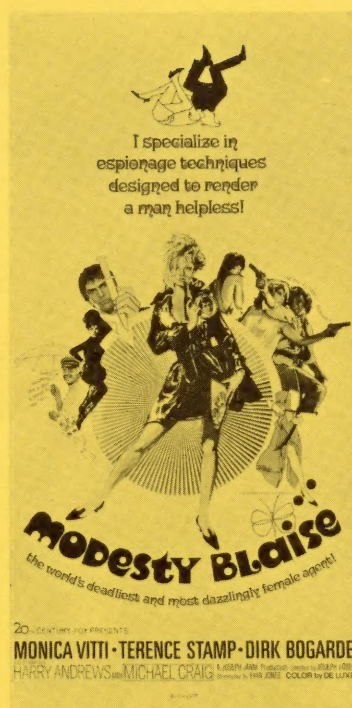
30 x 40

SET OF (8) 11 x 14's

SET OF B/W STILLs



24-SHEET



3-SHEET



WINDOW CARD

S A T I N A C C E S S O R I E S

Special three-piece streamer, size 15 feet, \$21.50 each. Deluxe Sectional Valance, \$2.15 per running foot, minimum order, 10 feet. Usher's Badges, 50 cents each. 9' x 12' Flags or Wall Banners, \$80.00 single-faced or \$145.00 double faced. In U. S. order direct from National Screen Service. In Canada order from Consolidated Theatre Services, 120 Wellington St., W., Toronto, Ontario. All Satin Accessories are produced by the National Flag Display Co., 43 W. 21st St., New York, N. Y.

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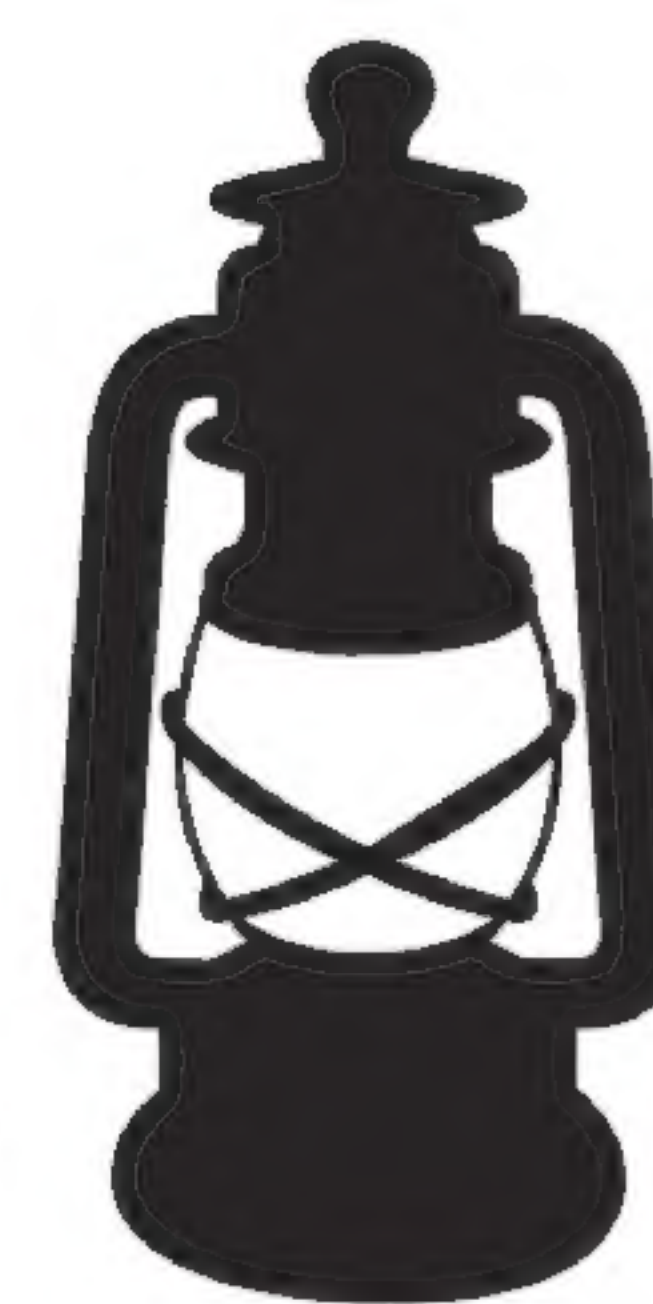


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**

DIGITAL LIBRARY



www.mediahistoryproject.org